

## ORDER



**Orders**  
**Order / Rev:** 714794 - 1  
**Alt Order #:** 06323409  
**Product Desc:** FL VOTE NO ON 6 COMM  
**Estimate:** 12019  
**Flight Dates:** 10/29/12 - 11/06/12  
**Original Date / Rev:** 09/18/12 / 09/27/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Media Strategies  
**Buying Contact:** Chris Vail  
**Billing Contact:**  
 11350 Randon Hills Road, Suite 670  
 Fairfax, VA 22030

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** FL Vote No on 6 Committee  
**Demographic:** A25-54  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-4  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	23	\$58,500.00	\$49,725.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	23	\$58,500.00	\$49,725.00	0.00
<b>Totals</b>	<b>23</b>	<b>\$58,500.00</b>	<b>\$49,725.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe	T-WAS	NAT	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/29/12	11/02/12	M-F 6-7a 6-7a 10 News	CM	6-7a	M--F--	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M--F--		2			\$250.00			0.00			
2	WTSP	10/30/12	11/01/12	CBS This Morning CBS This Morning	CM	7-9a	-T-T---	:30	2	\$250.00	P-4	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-T---		2			\$250.00			0.00			
3	WTSP	10/31/12	10/31/12	Price Is Right Price Is Right	CM	11a-12p	--W----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	--W----		1			\$900.00			0.00			
4	WTSP	10/29/12	10/29/12	M-F 4-5p Dr. Phil	CM	4-5p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----		1			\$800.00			0.00			
5	WTSP	10/30/12	11/02/12	M-F 6-630p 6-630p 10 News	CM	6-630p	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-TWTF--		4			\$1,000.00			0.00			
6	WTSP	10/30/12	10/30/12	7-730p Wheel of Fortune	CM	7-730p	-T-----	:30	1	\$2,600.00	P-3	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/29/12	11/04/12	-T-----		1			\$2,600.00			0.00			

Order / Rev: 714794 - 1  
 Alt Order #: 06323409  
 Flight Dates: 10/29/12 - 11/06/12

Advertiser: FL Vote No on 6 Committee  
 Product Desc: FL VOTE NO ON 6 COMM  
 Estimate: 12019

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTSP	11/02/12	11/02/12	730-8p Jeopardy	CM	730-8p	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
8	WTSP	10/30/12	10/30/12	Tue Prime A NCIS	CM	Tue 8-9p	-T-----	:30	1	\$9,000.00	P-4	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$9,000.00		0.00			
9	WTSP	10/31/12	10/31/12	Wed Prime B Criminal Minds	CM	Wed 9-10p	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$10,000.00		0.00			
10	WTSP	11/04/12	11/04/12	Sun Prime B Amazing Race	CM	Sun 8-9p	-----S	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$9,000.00		0.00			
11	WTSP	10/31/12	10/31/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--W----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1				\$2,000.00		0.00			
12	WTSP	11/06/12	11/06/12	M-F 6-7a 6-7a 10 News	CM	6-7a	-T-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	-T-----		1				\$250.00		0.00			
13	WTSP	11/05/12	11/05/12	CBS This Morning CBS This Morning	CM	7-9a	M-----	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$250.00		0.00			
14	WTSP	11/05/12	11/05/12	Price Is Right Price Is Right	CM	11a-12p	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$900.00		0.00			
15	WTSP	11/05/12	11/05/12	Mon Prime B 2 Broke Girls/Mike & Molly	CM	Mon 9-10p	M-----	:30	1	\$11,000.00	P-3	0.00	NM	1	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$11,000.00		0.00			
16	WTSP	11/05/12	11/05/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$2,000.00		0.00			
17	WTSP	10/30/12	10/30/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----		1				\$900.00		0.00			
18	WTSP	11/05/12	11/05/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$900.00		0.00			
													Totals	23	\$58,500.00